

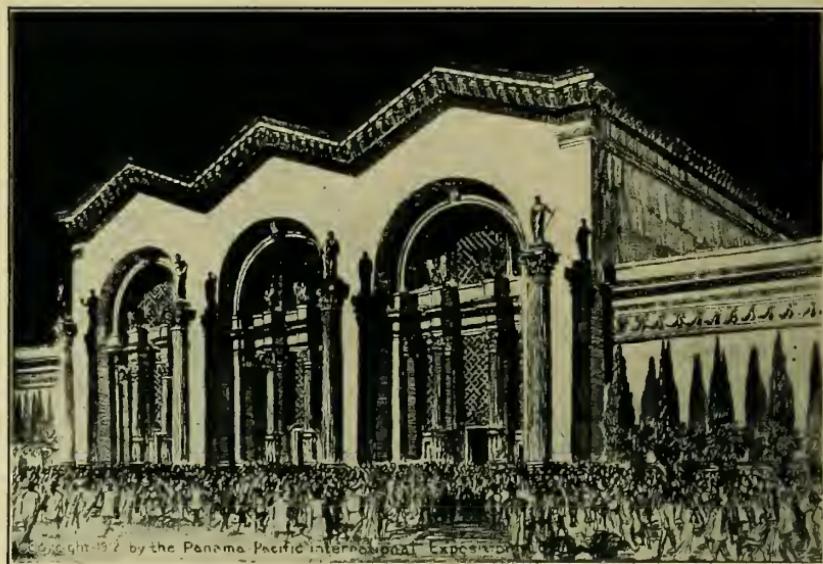


Information for
Builders
of
Machinery
and
Electrical Apparatus

Panama-Pacific
International Exposition
San Francisco
California

1915





FACADE OF MACHINERY PALACE

The Machinery Palace, of which this view shows the imposing front, will be the largest edifice of the Exposition. It is 968 feet long and 368 feet wide, covering nearly nine acres. It will be decorated with more than a mile and a half of ornamental cornices. This building was begun in January, 1913, and was the first to be completed.

Permit to begin work of installing the first exhibit was applied for early in April, 1914. The Exposition opens February 20, 1915.

THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION offers an opportunity to the MACHINERY MANUFACTURERS in this and foreign countries that makes their participation as EXHIBITORS essentially a matter of GOOD BUSINESS.

The Pacific Coast, of which San Francisco is the commercial center, is today a large purchaser of machinery. It has large areas only partially developed, and under the stimulus following the opening of the Panama Canal will absorb greater and greater quantities of machinery products.

It is only necessary to refer to the present large proportions of the mining, petroleum, hydro-electric and irrigation operations of the Coast to force on the mind of anyone the increase in these and other industries that will inevitably occur in the next decade.

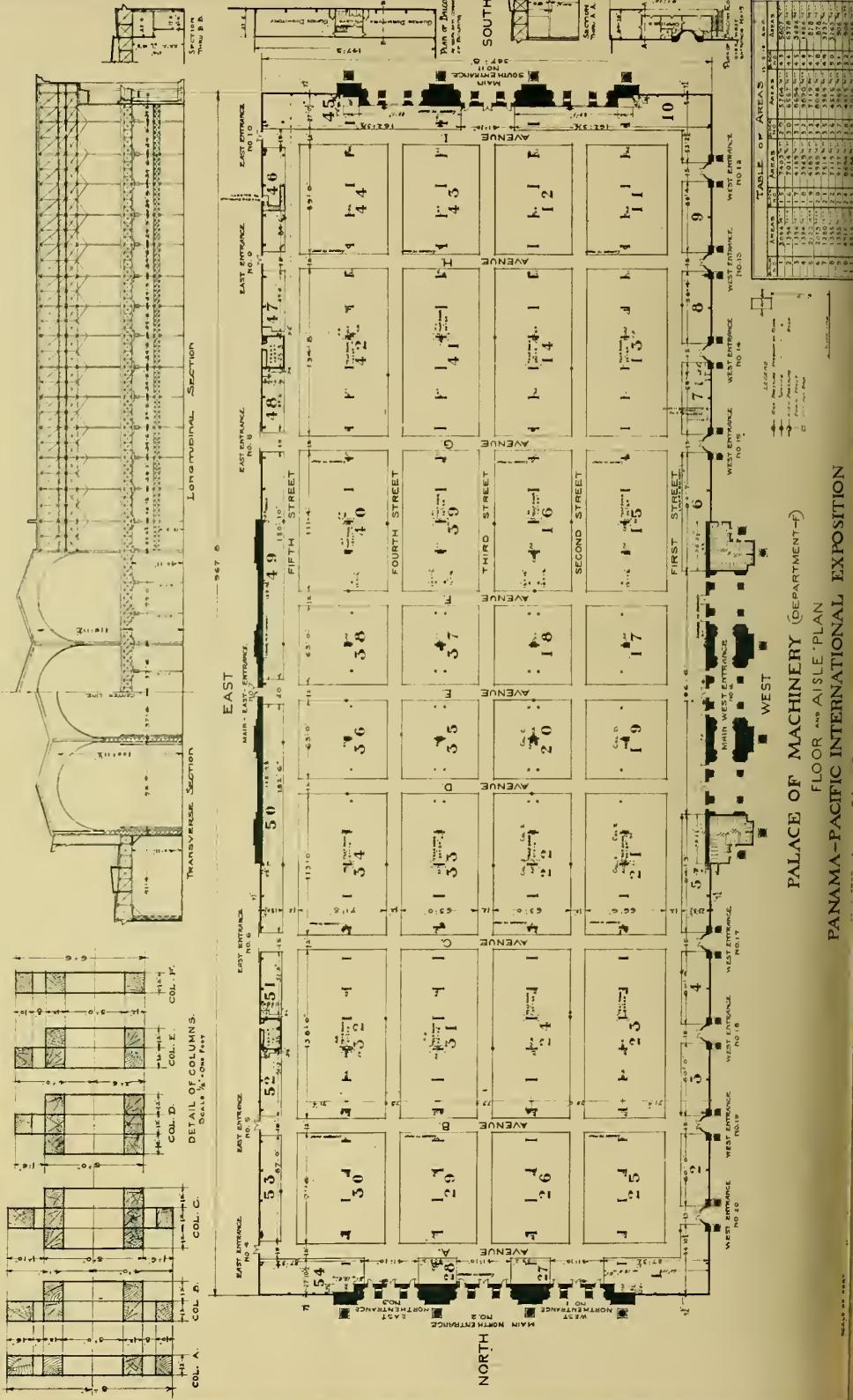
The men on whose decisions will rest the purchase of millions of dollars' worth of machinery that will be needed will grasp the opportunity offered by the machinery exhibits of this Exposition to investigate the recent developments along the lines in which they are interested.

The Latin-American countries, Canada, Japan, Australia, and the Australasian colonies, all bordering on the Pacific Ocean, offer a large and rapidly developing prospective market for machinery lines. All these countries will furnish their quotas of visitors to the Exposition.

An International Electrical Congress and a General International Engineering Congress are to be held in San Francisco during the Exposition year. The latter is to be held under the auspices of the five leading engineering societies of the United States. Committees of management have been appointed for both these congresses and work of organization is under way. The conventions of the Street Railway Association and of the National Electric Light Association are to meet in San Francisco in 1915. Meetings of other engineering societies are being arranged.

These engineering congresses and meetings assure the presence at the Exposition of the very men from this and foreign countries whom the machinery manufacturer desires to interest.

CAN ANY MANUFACTURER AFFORD NOT TO AVAIL HIMSELF OF THE OPPORTUNITY OFFERED?



The general scope and magnitude of the Exposition is set forth in various publications which have been issued from time to time, and this circular is confined to that information which most directly interests the machinery manufacturer.

EXHIBIT BUILDING

Machinery Palace is the largest of the Exhibit Palaces, covering an area of nearly nine acres.

The accompanying floor plan shows its dimensions and the tentative arrangement of aisles. The clear head room, below rails of traveling crane, of the three central bays is 50 feet. The wing bays have a clear head room of 40 feet. There are no balconies. The floor is designed to carry a load of 200 pounds per square foot and consists of two-inch plank on joists carried by mud-sills.

The machinery building is located on ground well adapted for foundations.

Adjacent to the main building is located the "Gas and Fuels" Building, in which will be placed operating exhibits of boilers, steam hammers, gas producers, welding apparatus and other appliances which by reason of danger of fire or for other causes should be excluded from the main building.

SHIPPING FACILITIES

All railway lines leading to San Francisco and all steamship lines from the East via Panama have made special low rates for transporting exhibits to and from San Francisco.

Shipping facilities include three separate railways from the East direct to San Francisco. In addition, the Shasta branch of the Southern Pacific and numerous Coast steamship lines join with railways in



SAN FRANCISCO AND VICINITY

Oregon and Washington, which traverse the Northwest of the United States and adjacent territory in Canada, connecting directly with the important points entirely across the continent.

Steamship lines also communicate with the Atlantic Coast ports via Panama, and these lines will use the Canal as soon as it is available.

Docking facilities on the bay front of the Exposition grounds will allow shipments by steamer from any part of the world to be unloaded directly at the Exposition. Shipments by rail will be landed in the Exposition grounds and carried on tracks within the grounds to convenient points for unloading.

The Exposition, through its Traffic Manager, will arrange a schedule which will reduce to one charge all the usual terminal charges for freight in carload or less than carload lots. This charge will include all expense of terminal freight handling up to and including removal from car or boat and placing either on the exhibitor's space or in the freight depots on the Exposition grounds, provided the space is not ready. In this way the Exposition will handle all exhibit shipments on their arrival at San Francisco, relieving the exhibitor of the necessity of looking after this work, and making only a single inclusive terminal charge for switching, handling and temporary storage in the freight depot.

The Exposition management will provide storage warehouses for freight, barrels, packing cases, etc., at a reasonable schedule of charges. The use of these is optional to the exhibitor. Hauling facilities will likewise be provided.

FACILITIES FOR EXHIBITORS

The Machinery Palace will be served by four electrically-operated overhead traveling cranes. Those covering the outside main longitudinal bays will be of twenty tons capacity, while two thirty ton cranes will serve the middle bay.

Truck cranes will be provided for handling light loads and to serve the outer wings having lower head room.

These cranes will be installed, maintained and operated by the Exposition. There will be a charge for crane service, if required for installing exhibits. This charge has not yet been determined, but it will be moderate.

General illumination of the building will be cared for by the Exposition. Any special illumination desired by an exhibitor must be paid for by him.



MAIN EXHIBIT PALACES AS THEY
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Electric mains for lighting and power will be provided throughout the building by the Exposition, but exhibitors will be required to provide and pay for service connections, subject to the rules and regulations of the Division of Works.

Direct current, 3 wire, 125 and 250 volt service will be available. Motors larger than 2 H. P. will not be served with 125 volt direct current, but only at 250 volts, and direct current service for motors or apparatus of larger capacity than 25 H. P. must be specially arranged for.

The alternating current service in the building will be from a 4 wire, three phase system, at 60 cycles, with approximately 208 volts between phases and 120 volts to neutral. Single phase, 120 volt motors exceeding 1 H. P. in capacity, and single phase, 208 volt motors exceeding 5 H. P. in capacity will not be served.

Electric service to a connected load of 2 K. W. and over will be metered, and the charge for service will consist of a fixed charge per K. W. of connected load, plus a running charge for the energy consumed. Where the connected load consists of motors driving machin-



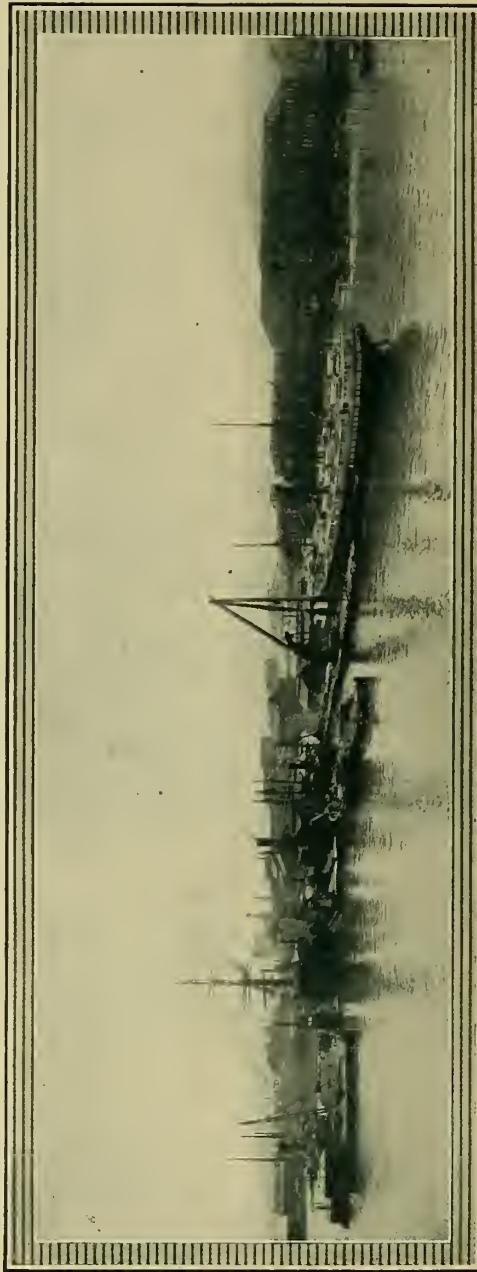
APPEARED ON APRIL 18, 1914.
International Exposition Company

ery which it is desired to exhibit in motion, the fixed charge will be based on the maximum demand and not on capacity of motors.

Electric service to a connected load of less than 2 K. W. will not be metered, and the charge for service will be a flat one, based on the amount of load connected.

A special rate of 3 cents per kilowatt hour is made to exhibitors for current used in operating machinery as exhibits.

Gas, water, compressed air, and steam service will be provided, for which moderate charges will be made.



UNION IRON WORKS, SAN FRANCISCO

Here were built the cruiser Olympia, which was the flagship of Admiral Dewey in the battle of Manila Bay, and the battleship Oregon, which made a remarkable trip from the Pacific and engaged in the Santiago blockade and fight without test or repairs. Among other naval vessels built here were the San Francisco, Charleston, Monterey, Tacoma, the battleship Ohio, and the armored cruisers California, South Dakota and Milwaukee. Besides these, the cruiser Chiloe was built for the Japanese navy.

Steam, compressed air, fuel or electric current, required for any machine in service as a part of the Power Plant, will be furnished free when the product is turned over to the Exposition. This applies to boilers, engines, compressors, ice machines, gas producers, machine tools, etc., which may be placed as exhibits in the service of the Exposition.

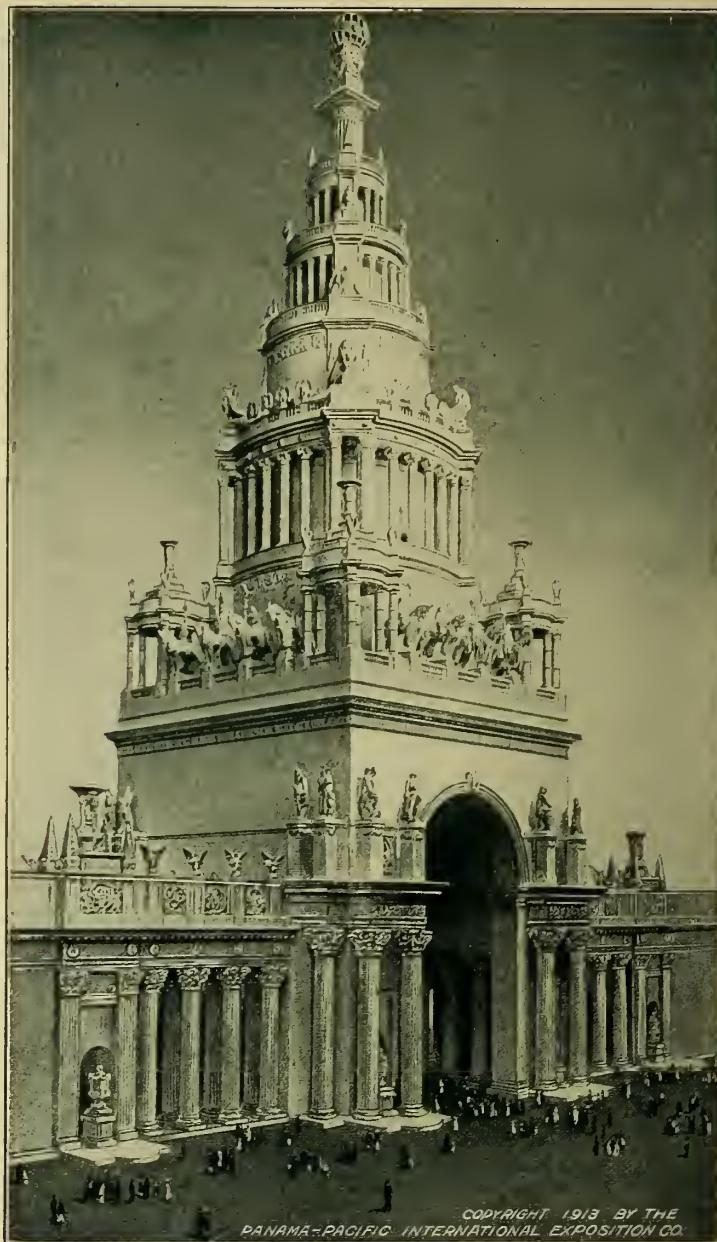
It is intended that the exhibitor shall have the greatest latitude in employing such labor and assistance as he may need in connection with his exhibit. His men may be sent from his own factory or may be employed in San Francisco or elsewhere.

GENERAL

The Machinery Palace was the first of the Exhibit Palaces on which construction was begun, and it is now ready for space allotments. Applications for exhibit spaces include many from every part of the United States and from Europe. The space set apart for some classes of exhibits is already over subscribed for.

All who may be interested will be kept informed of the progress of Exposition work. Assignment of space will be made in ample time to allow the exhibitor to study out the composition and arrangement of his exhibit to best advantage, and to install it without the usual eleventh-hour rush, when time is short and labor costly. Definite allotments of space must be worked out carefully in so great a magnitude of space allotment as is here involved, and contemplating exhibitors are urged to make their inquiries at an early date. Blank application forms, classification list, and rules for guidance of exhibitors will be mailed upon application.

Mere bulk of exhibits is not desired nor desirable, and the Exposition authorities will insist upon economical and proper utilization of space. No charge is made to exhibitors for space.



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MAIN ENTRANCE TOWER, OR TOWER OF JEWELS

READINESS TO RECEIVE EXHIBITS

Exhibit space in Machinery Palace is now ready, ten months before the opening of the Exposition, placing the responsibility for being ready on the opening day entirely with the exhibitor. The late comer among exhibitors will not only find himself at the disadvantage of losing part of the value of his opportunity to exhibit, but he will suffer from unforeseen delays in traffic, from want of time for placing his exhibit at its best, and doubtless from difficulty in obtaining suitable labor to make installation at a time when the best labor is engaged.

Exhibit space is too much in demand to allow any procrastinating exhibitor to hold it unduly long without installing his exhibit. Other exhibitors, the Exposition management, and the visiting public have a right to expect all exhibits to be ready on the opening day, and the management reserves the right to substitute other space or cancel the allotment absolutely in case of unreasonable delay on the part of an exhibitor.



ESPLANADE, OR MARINA



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A NAVE IN PALACE OF MACHINERY

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